

COMM-UNITY platform supports People, Businesses and Causes through COVID-19 pandemic and beyond

VARIOUS HOME OFFICES IN KUALA LUMPUR AND PETALING JAYA, 9 APRIL 2020: Strategic Public Relations Malaysia (SPRG Malaysia) today launched COMM-UNITY by The Last Straw, a community-driven content hub for people, businesses and social causes to support each other during the Movement Control Order and beyond.

COMM-UNITY, derived from the words ‘communication’ and ‘unity’, is a free digital media platform that aims to unite people by fostering a strong community spirit during this challenging period. The platform is a subsite hosted on SPRG Malaysia’s sustainability news portal The Last Straw.

Physical Distancing but Social Connecting

“This is a difficult time for many and we wanted to contribute to the community in a meaningful way, using our skills and our resources as a communications consultancy”, said Stefanie Braukmann, General Manager of Strategic Public Relations Sdn Bhd. “We realised that what we need most while having to remain ‘physically distant’, is to ‘socially connect’ with others. Feeling and acting as one big community will help us cope and reassure us that we are not alone and can and will get through this pandemic together.”

Diverse and Growing Content for and by Comm-Unity Members

Content on the site is far-ranging and includes advice and demo videos from experts and specialists as well as laymen content creators, covering a wide range of topics, divided into 5 categories:

Mind & Soul and ***Be Active*** feature articles and videos on coping with anxiety, stress relaxation techniques, exercise demonstrations for various fitness levels, home activities as well as general health and wellness tips.

Being a Malaysian site, a separate category dedicated to food is a given. More than the other categories, ***Eat Well***, invites members to contribute their ideas and recipes to prepare simple yet nutritious dishes at home, simultaneously providing others with a ‘window into their lives and homes’ by sharing their favourite food; like a digital version of the beautiful ‘open house’ tradition.

To spread **Good Vibes**, the site features inspiring social projects and initiatives that have sprung into action as soon as MCO started and are looking for more support. All projects demonstrate the strong community spirit and generosity of Malaysians in times of need. Initiatives also include non-Malaysians who have made Malaysia their home and are happy to reach out to others during this time.

From Business Supporting Communities to Communities Supporting Business

Looking beyond MCO towards recovery COMM-UNITY emphasises the need to support local businesses who are struggling to survive through its **Buy Local** category. Initially, businesses featured here are those that remain open and are still able to provide their products or services during MCO. However, other local businesses will be featured once restrictions are eased or lifted.

“We understand that this pandemic has an immense impact on the economy and in particular small and medium sized businesses and freelancers will require substantial support to get through this period. We hope that via our COMM-UNITY platform, we can highlight and promote a wide range of local businesses and connect them with their potential customers. Once the MCO has been lifted, it will help them to bounce back with a supportive clientele,” said Stefanie.

In addition to offering a space to connect, find advice and promote local products and services, COMM-UNITY also aggregates relevant information and news related to COVID -19, as provided by local and international authorities and expert bodies.

To learn more about the platform and to be part of it, head on to <https://www.thelaststraw.news/comm-unity>

About SPRG Malaysia

Established in 2008, Strategic Public Relations Sdn Bhd (SPRG Malaysia) is part of Hong Kong based Strategic Public Relations Group.

We help client organisations build positive, sustainable and authentic relations with their stakeholders, protect their reputation and position their brands. We are adept at handling multiple tools to build public relationships for our clients, from media relations to events and from sponsorships to websites and content hubs, while advising them on delivering their brand promise through credible and transparent messaging which is consistent with their actions.

For additional info, please contact:

Strategic Public Relations Sdn Bhd
Nishaanthan Dhanapalan
nisshanthan.dhanapalan@sprg.com.my

Strategic Public Relations Sdn Bhd
Arivintiran Ponnar
Arivin.ponnan@sprg.com.my